



## **HealthPlix appoints Amitabha Mukhopadhyay as SVP for Pharma, Business Development**

07 November 2023 | News

### **Strategic marketing expert joins HealthPlix to monetise health ecosystem players**

Bengaluru-based startup HealthPlix Technologies has announced the appointment of Amitabha Mukhopadhyay as the Senior Vice President (SVP) - Pharma, Business Development, and Growth Catalyst.

In his new role, Mukhopadhyay will play a crucial role in fostering collaborations to enhance HealthPlix's presence in the pharmaceutical domain. He will also be responsible for identifying new growth opportunities in the healthcare sector and establishing new verticals.

Mukhopadhyay is an accomplished leader with 23 years of experience in strategic marketing and business development. He joins the Bengaluru based health-tech startup following a successful tenure at Glenmark Pharmaceuticals, where he served as General Manager & Head Marketing Excellence. Before joining Glenmark, Mukhopadhyay held leadership positions in both the Centre of Excellence and Marketing departments at Dr Reddy's Laboratories. Amitabha also worked in strategic marketing at Zydus Cadila and IPCA Laboratories.

This appointment comes at a pivotal moment in HealthPlix's growth trajectory as the company strives to become the Android of Healthcare in India. With Mukhopadhyay onboard, HealthPlix is well-positioned to collaborate with key stakeholders across the healthcare ecosystem, reinforcing its position as a leader in the industry.